

Exerting Influence in Business

Open training ONLINE

Training description

Training objectives:

- › Organizing knowledge on the principles and ways of exerting influence
- › Analysis of the psychological processes affecting decision making
- › Developing persuasive skills that allow you to build personal strength effectively and exert influence during conversations with customers, subordinates and associates
- › Practicing communication tools in the area of exerting influence
- › Improving the ability to effectively influence people with various types of personality
- › Analysis of your persuasion style: taking a close look at its potentials, strengths and weaknesses

Participant's profile:

Top and mid-level managers, as well as all persons who wish to improve the ability to exert influence effectively.

Benefits for the participant:

After the training, the participant:

- › Can consciously exert influence on others
- › Knows his/her strengths and weakness in this scope
- › Can consciously decide on which influence exerting tools he/she will apply depending on the situation

Methods:

- › Games and simulation
- › Moderated discussions
- › Auto-diagnostic tests
- › Feedback sessions

Group size:

6 - 12 persons

Duration:

3 sessions of 5 hours

Place:

Online, ZOOM

Participation costs: 2 300* PLN per person (+23% VAT)

*** Assumptions:**

- The above price is a net amount that will be increased by the amount of a value-added tax
- The above price comprises the costs associated with the participation in the program, training materials, training room and conference equipment

Training content

Exerting influence - introduction

- What is influence? Pre-analysis of a situation of exerting or experiencing influence usually encountered by participants
- Review of various ways of exerting influence Interactive team exercise

Principles of exerting influence

- Universal laws affecting people: 6 principles of persuasion by Robert Cialdini
- How do you effectively exert influence in an organisation? Workshop based on the participants' experience

Persuasive skills training

- Exerting influence during team activities and decision-making. How do you build personal strength and authority in relationships with others? Simulation game
- The art of rhetoric, in other words constructing a persuasive message. Factors strengthening the persuasive message. Video-training
- A pattern of effective submission of proposals. Review and practice of procedures

Exerting influence and an assertive attitude

- Assertiveness, aggressiveness, submission, manipulation - relationships between internal attitudes and the ability to effectively exert influence
- The ethics of influence: where is the border between persuasion and manipulation?

What you ought to know about different personalities in the process of exerting influence

- Four styles of behavior: rational, experimenter, safe, emotional. What are the specific expectations of people depending on the form of behaviour and what messages increase the likelihood of effective persuasion?

- How to develop an understanding of your interlocutor's way of communicating. Empathy, accepting the perspective of others as an ability necessary to effectively exert influence

Summary

- Action plan - in what real-life situations, can I use the experience from this training?
- Individual summaries: my strengths and weaknesses in the scope of exerting influence